

THE EFFECT OF MICE STAKEHOLDERS' PERCEPTION ON DECISION MAKING: Aqaba City as a Potential MICE Destination

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ABSTRACT

This an exploratory study aims to find out the effect of perceptions on decision making. A survey instrument is used to examine the relationships in the proposed model by employing SEM technique. The collected primary data (n=253) from MICE stakeholders in Jordan is conducted to test the relationship between exogenous and endogenous construct expressed in the proposed structural model. The findings revealed weak attributes and strong attributes are positively and significantly related to decision making and positively and significantly related to benefits awareness. However, the coefficient of determination (R^2) for the research endogenous variables for benefits awareness, and decision making were 0.225, and 0.378 respectively, which indicates that the model does moderately account for the variation of the proposed model. This study will contribute a better understanding towards MICE stakeholders' perception on the potential of Aqaba city to be a MICE destination .

Keywords: stakeholder, perception, MICE tourism, Aqaba, Destination attributes.